

AL. 1079

CANADIANA
DEC - 6 1989

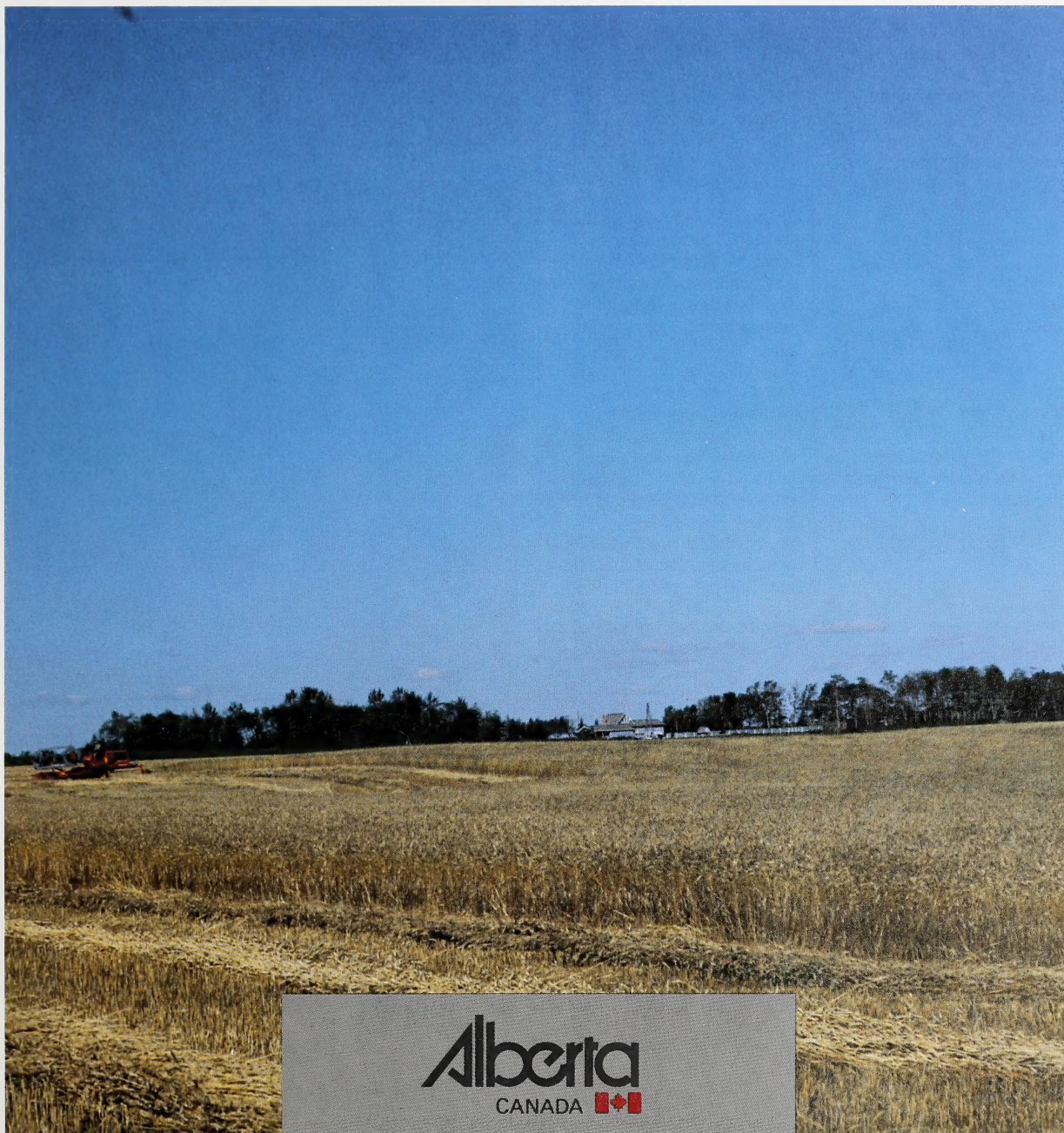
ALBERTA

WINTER 1989

N • E • W • S

VOL. 2 NO. 1

Farming is big business



Alberta
CANADA 

ALBERTA



Even though Alberta is often described as a "young" province, the impact of its prehistoric origins is very evident. Reminders of roaming dinosaurs and the movement of glaciers remain with us in the form of rugged mountains and unique badlands, and many of today's major industrial projects have resulted from the discovery of age old deposits of oil, gas, coal and minerals.

During Alberta's more recent history, nomadic tribes were joined by explorers, settlers and modern seekers of adventure. Trading posts became agricultural service centres, resource development changed villages to small towns and, as the province's population grew, towns became cities.

Covering over 661,000 square kilometres (225,285 square miles), Alberta is

approximately the combined size of West and East Germany, the Netherlands, Belgium, Luxembourg, Switzerland, Denmark and Sweden, or of the 13 northeasternmost states of the United States. Alberta is spectacular natural beauty and a clean environment, a place where rich agricultural regions co-exist with majestic mountains, parks, forests, and crystal clear lakes and rivers.

Today, Alberta is a modern, dynamic part of western Canada. The expansion of the province's economic base has added new business opportunities and enhanced a quality lifestyle. Residents benefit from an excellent educational system; a comprehensive health care and hospitalization plan; political stability; moderate corporate and personal income tax and no provincial sales tax; varied artistic, cultural and recreational activities;

ethnic diversity and harmony; and, affordable, quality housing.

The province's economic prosperity is based on abundant natural resources. Alberta produces approximately 20% of the total Canadian agricultural output. With over half of Alberta covered by forest, a range of opportunities is

available in the forestry industry. Alberta supplies 85% of Canada's crude oil and equivalent requirements, as well as export markets in the United States and offshore. Oil sands deposits underlie 60,000 square kilometres of northern and eastern Alberta. The province's vast resource base also represents expanding opportunities for

ALBERTA NEWS is published quarterly to provide information to our clients and colleagues. This edition will show how geography and natural resources have helped to shape Alberta as we know it today. Maps have been included to illustrate the following: population distribution; agricultural regions and various commodities which are produced; oil, gas and oil sands reserves; and, the location of forests and parks.

If you have any comments or suggestions for content in future editions, or if you would like additional copies of this publication, please contact:

Ms. Bernice E. Braun
Immigration and Settlement
Alberta Career Development
and Employment
14th Floor, Park Square
10001 Bellamy Hill
Edmonton, Alberta
T5J 3W5

Telephone: (403) 427-0537
Telex: 0636700848
Facsimile: (403) 422-0126

Alberta
CAREER DEVELOPMENT
AND EMPLOYMENT
Immigration and Settlement



Natural beauty and clean air

innovation and diversification in manufacturing. While the food and beverage industry has maintained an important presence, rapid growth has also taken place in chemical manufacturing and petroleum refining. The plastic processing industry has expanded into the production of plastic film, food packaging, and industrial plastic containers.

While many among the world's population choose to migrate to large urban centres in search of economic prosperity, others prefer wide open spaces and smaller community groupings. In Alberta, it is possible to choose and have both. Economic opportunity, modern amenities and a quality lifestyle are important. Alberta residents who have chosen to live on farms, in small towns or mid-sized cities are convinced their lives incorporate the best of things traditional and new, providing a balance between personal and economic considerations. Much is owed to Alberta's early immigrants, many of whom came from Europe,



Food processing is a major industry

who brought skills which changed the prairie into productive farms and created towns and cities which continue to prosper. Among the province's newest immigrants are other pioneers who have also discovered that excitement, challenge and new opportunities are still available in Alberta!

This newsletter can only begin to introduce the reader to various alternatives in Alberta. A brief introduction to the cities of Red Deer, Lethbridge, Medicine Hat, Fort McMurray and Grande Prairie will show that they all have distinctive characteristics. Each city serves a larger

market area and offers business opportunities and lifestyle options which are the result of its particular time and place. There is much more which could be said so we encourage you to continue your exploration. The possibilities are as unlimited as the reader's imagination!

LETHBRIDGE

CITY LIVING, COUNTRY STYLE



"Lethbridge is a friendly and progressive community with all the services and amenities of a major city. We recognize the important contribution which immigrants have made to the city and look forward to welcoming many more newcomers."

— Helen Henderson, Director
Economic Development Department
City of Lethbridge

It's a big city and a small town! Located in a **beautiful setting**, Lethbridge is proud of its stable economy, an enviable lifestyle, and **friendly**, honest people. Recreational and cultural activities abound, and post-secondary educational programs are available at the Lethbridge Community College and the University of Lethbridge.

The acres of rolling foothills which surround this city are reminders that Lethbridge grew up around its coal mines. Although large coal deposits remain, today the city's economy is more broadly based. With some of Canada's best grazing land, **livestock production** is a vital part of the area economy.

Climate and irrigation sustain a diversity and abundance of crops including field and specialty produce. As a result, **food processing**

is a major industry. Pasta, liquor, vegetable oil, flour, vegetables and meat products are processed here. Many **manufacturing** firms have settled in Lethbridge because of its location, dependable work force and relatively low costs.

A progressive, entrepreneurial spirit ensures that as the regional service centre for southwestern Alberta, the City of Lethbridge will continue to provide a vast array of goods and services to its extensive market area.

FINGER TIP FACTS



Location:

Latitude
49 degrees 41 minutes
Longitude
112 degrees 50 minutes
217 km southwest of
Calgary
130 km northeast of the
Waterton Glacier
International Peace Park

Population:

60,310 (1986 census)

Market Area:

140,000 (est.)

Transportation:

Rail, road and air

For more specific information contact:

Ms. Helen Henderson
Director
Economic Development
Department
City of Lethbridge
910 - 4th Avenue South
Lethbridge, Alberta
T1J 0P6

Telephone:
(403) 320-3910

MEDICINE HAT

THE GAS CITY



"Medicine Hat, in the sunny south of Alberta, combines economic opportunity and an entrepreneurial spirit with big city amenities and small town atmosphere."

— David A. Cormier, Manager
Economic Development
City of Medicine Hat

In 1883, the Canadian Pacific Railway stopped to build a bridge across the South Saskatchewan River. While drilling for water for the inhabitants of the tent city which was born, the C.P.R. accidentally struck **natural gas**. It was the beginning of Medicine Hat and exploration which mapped out one of the largest gas fields in North America.

Today the city's many recreational, cultural and social facilities and programs are supported by profits from the city-owned natural gas and electrical utilities. Medicine Hat has the **lowest taxes** and utility rates in Canada, though its services are second to none.

Medicine Hat has a **relaxed lifestyle** with

affordable living spaces, varied entertainment and pleasant surroundings. Forty kilometres of regional trails and 25 kilometres of trails within urban parks can be explored by foot, bike or ski, and provide the opportunity to experience panoramic views and natural wildlife settings. The Medicine Hat College serves as an educational and cultural focal point which places particular emphasis on **community involvement**. Business education, visual arts, trades and continuing education classes, as well as university transfer programs are offered.

Located in the southeast corner of the province and positioned as a **distribution centre** for Alberta's rail and truck industries, Medicine Hat's



Canada's energy province

access to Western Canada is unparalleled. The **diversity** of area industry, including agriculture, petrochemicals, ceramics, iron and steel, milling, printing and rubber products, ensures a stable economy and provides a strong base for future growth. Because of the size of the community, ambitious men and women know that their participation makes a difference.

FINGER TIP FACTS



Location:

Latitude
50 degrees 2 minutes
Longitude
110 degrees 41 minutes
293 km southeast of
Calgary

Population:

42,182 (1986 census)

Market Area:

120,000 (est.)

Transportation:

Rail, road and air

For more specific
information contact:

Mr. David A. Cormier
Manager
Economic Development
Department
City of Medicine Hat
City Hall
580 - 1st Street S.E.
Medicine Hat, Alberta
T1A 8E6

Telephone:
(403) 529-8353



Natural wildlife abounds

RED DEER

THE FUTURE IS NOW



"Red Deer is a city which has made the most of its park-like setting and the natural advantages of the river valley. Its small size offers a lifestyle which is different from what is available in Alberta's two major cities, yet both Edmonton and Calgary can be reached by car in less than 90 minutes."

— Alan Scott, Manager
Economic Development
City of Red Deer

In 1988, Red Deer celebrated its 75th anniversary as a city. From its humble beginning as a stopping house on the Calgary-Edmonton Trail, it has become the fourth largest city in Alberta. Construction of the railroad, natural resources and a confident population contributed to create a **modern**, vital community. During the early 1900's, Red Deer served as a distribution centre for the surrounding **rich agricultural region** and attracted service businesses and light **manufacturing** industries. During the past 40 years, as **petro-chemical** plants have replaced sawmills, the oil industry has played a significant role in the continuing development and prosperity of the city.

Recreation, education and culture have long been important to residents. As early as 1907 the city enjoyed the benefits of a library, a museum and live theatre. The city boasts **championship golf courses**, multi-purpose parks, tennis courts, swimming pools, and ice arenas. The Red Deer College Arts Centre, a combined teaching facility and community **arts**

centre, has a state-of-the-art theatre to host a wide range of live performances by local and touring companies. The College is acknowledged for its **high academic standards** and its ability to keep abreast of technological changes, and expects to offer complete degree programs within the next few years.

As it was in 1913, Red Deer is determined to promote its **tourism** potential with enthusiasm!

FINGER TIP FACTS



Location:

Latitude

52 degrees 16 minutes

Longitude

113 degrees 49 minutes

145 km north of Calgary

150 km south of

Edmonton

Population:

54,192 (1986 census)

Market Area:

200,797 (est.)

Transportation:

Rail, road and air (non-commercial)

For more specific information contact:

Mr. Alan Scott, Ec. D.
Manager

Economic Development

City of Red Deer

City Hall

P.O. box 5008

Red Deer, Alberta

T4N 3T4

Telephone:

(403) 342-8106

Fax: (403) 346-6195

With an ideal central location and excellent facilities, the city is rapidly becoming a major centre for provincial **conventions**. Annual events such as the Red Deer International Airshow and the Folk Festival attract national and

international visitors. The Red Deer Tourist and Convention Board is interested in seeing the development of a major tourist attraction to ensure that tourism plays an even greater role in Red Deer's future.



Alberta beef is world famous

FORT McMURRAY

PROGRESS AND PROSPER



"Fort McMurray? It's a leading edge city, cosmopolitan in nature but with the cleanest air in Alberta...superb for family unity and business opportunities."

— Terry Langis
Economic Development Officer
City of Fort McMurray

Despite the attention it received during the "boom" years, very little is known about northern Alberta. A visitor to Fort McMurray will find a busy city with seven rivers, a northern forest of aspen poplars and birches within a minute's walk of any suburb, unspoiled wilderness, roaring rapids, and still lakes.

An insight into the history and culture of the area can be found at the Oil Sands Interpretive Centre. **Oil sands deposits** were discovered between 1912 and 1914, however, exploiting their potential had to be abandoned because of prohibitive transportation costs, and the population returned to fishing and fur trading for its livelihood.

A new era of excitement began in 1962 when Great Canadian Oil Sands received approval to build a pilot oil sands plant. With a population of just over 1,300 in 1963, the Town of McMurray could only imagine what would prove to be the biggest change in its colorful history. **New technology** created the tools to access the area oil sands which could produce at least 150 billion barrels of high grade oil. This figure

exceeds the combined recoverable reserves of Saudi Arabia, Libya and Iran.

Today the city of Fort McMurray enjoys the benefits and conveniences of a **modern urban centre**. Oil sands

FINGER TIP FACTS

• • •

Location: Latitude 56 degrees 44 minutes Longitude 111 degrees 23 minutes 435 km northeast of Edmonton Population: 34,949 (1986 census) Market Area: 9,605 (est.) Transportation: Rail, road and air	For more specific information contact: Mr. Terry Langis Economic Development Officer City of Fort McMurray 9909 Franklin Avenue Fort McMurray, Alberta T9H 2K4 Telephone: (403) 743-7883
--	--

development will continue to be significant to the city's future, but other opportunities are

developing in the area as more visitors discover this **unique** corner of the world.



Oil sands production in northeastern Alberta

GRANDE PRAIRIE

THE GREATEST PLACE TO BE



"A dynamic city which services a large part of northwestern Alberta, Grande Prairie has a solid economy based on forestry, agriculture, service industries and petrochemicals. We invite you to experience our community...the greatest place to be!"

— Greg Varricchio, Administrator
Planning and Development Department
City of Grande Prairie

Grande Prairie is the largest municipality in northwestern Alberta's Peace Country, so named for the Peace River which flows through it. The city is situated amidst rolling **prairies** and aspen poplar **forest**. Fertile lands produce above average

yields for all field crops, and **fruit growing** is expanding to meet a growing market for saskatoons, gooseberries, currents, raspberries, and bush cherries. The area is a leading producer of **honey**, beeswax, and beef cattle.

The extraction of oil and natural gas plays a substantial role in Grande Prairie's economy. The Elmworth Basin, located 60 km west of Grande Prairie, constitutes the largest portion of North America's **natural gas** reserves. Vast forests which extend to the south and west of the city are vital to the success of local **pulp, paper and lumber industries**.

Grande Prairie has excellent educational, cultural and recreational activities and facilities. The Grande Prairie Regional College offers comprehensive post-secondary **educational programs** including university transfer courses, and career and vocational programs. The College's auditorium is considered one of the finest in Western Canada and is used extensively by students and the general community for plays,



Forests cover more than half of the province

music and other **arts events**. **Recreational alternatives** include racquet ball, jet boating and fishing, while the nearby mountains and foothills offer spectacular scenery and opportunities for extended trips into **wilderness areas**.

Statistical data compiled between 1981 and 1986 showed that census divisions in northern Alberta experienced some

of the most significant growth. The findings in the data have been attributed to the impact of resource development during the period, as well as the higher fertility rates and the relative youth of the population in the region. Recent announcements regarding several major new industrial developments ensure additional **growth and opportunity** for the Grande Prairie region.

FINGER TIP FACTS



Location:

Latitude

55 degrees 11 minutes

Longitude

118 degrees 55 minutes

464 km northwest of
Edmonton

Population:

26,270 (1986 census)

Market Area:

136,617 (est.)

Transportation:

Rail, road and air

For more specific
information contact:

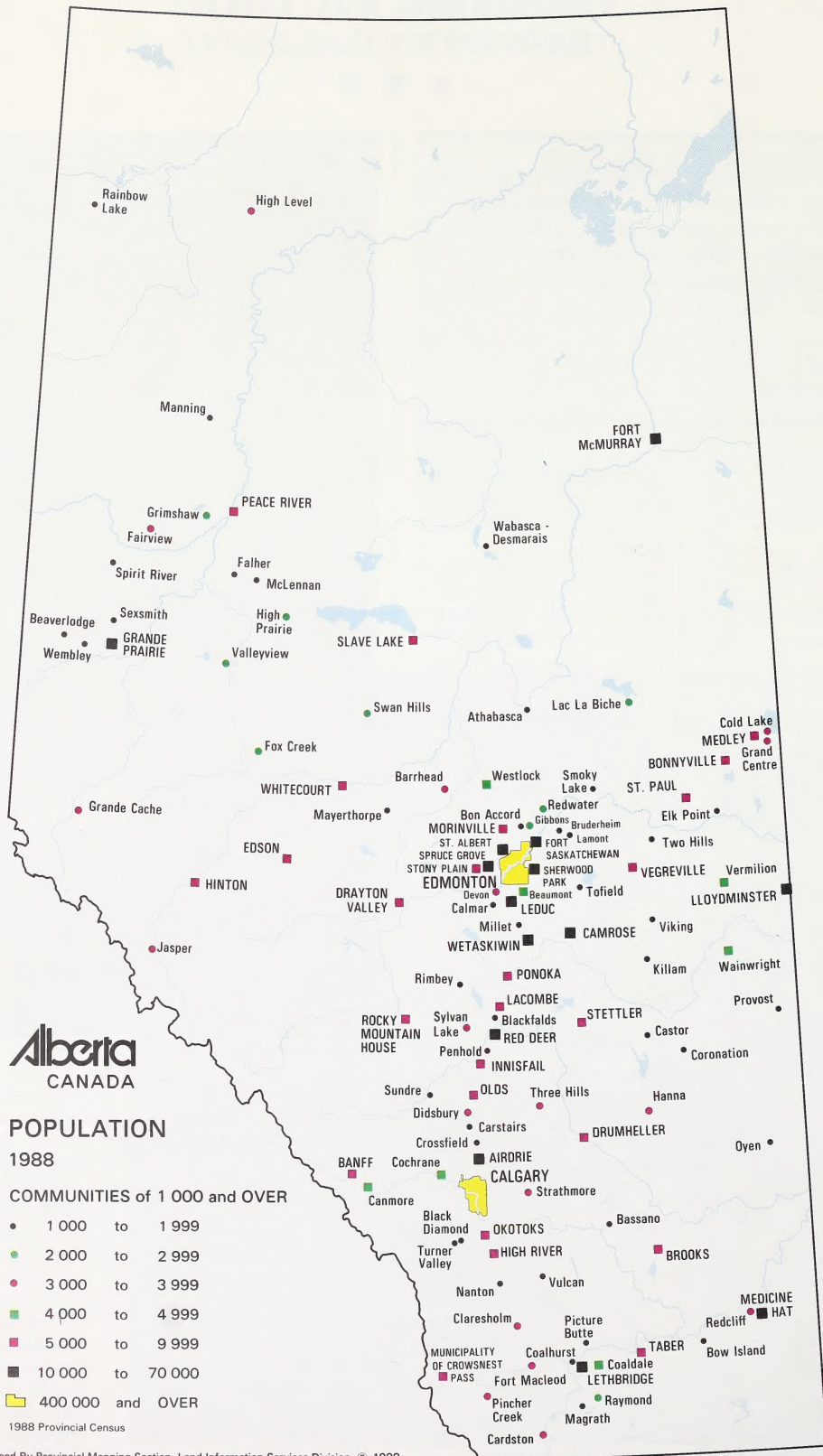
Mr. Greg Varricchio
Administrator
Planning and

Development Dept.
City of Grande Prairie
9902 - 101 Street
Grande Prairie, Alberta
T8V 2P5

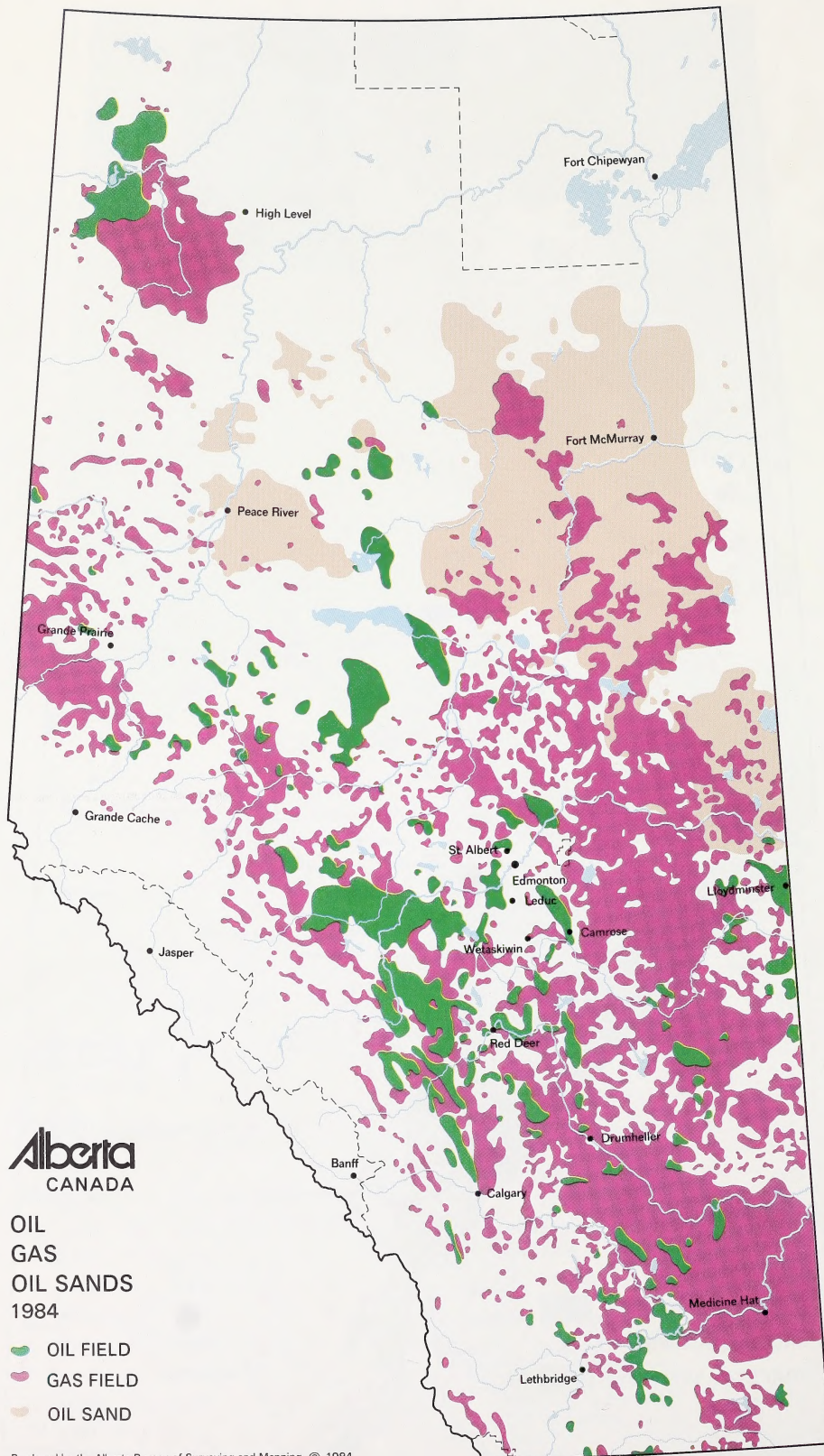
Telephone:

(403) 538-0300

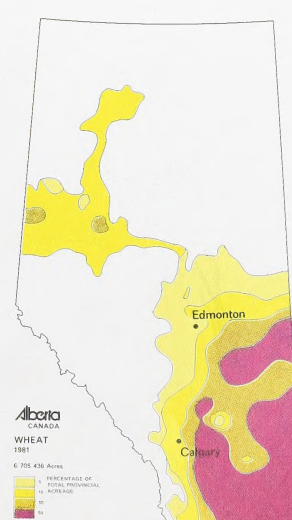
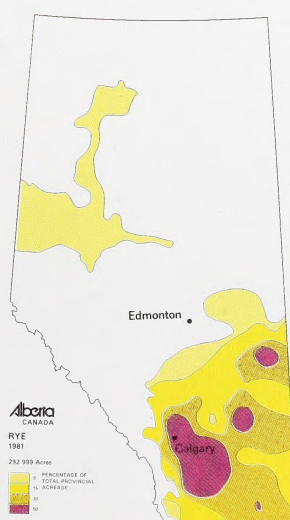
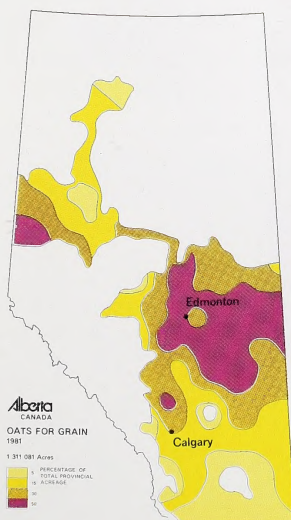
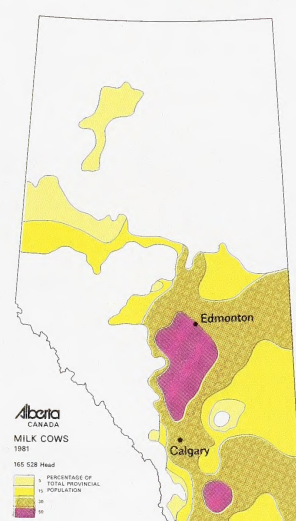
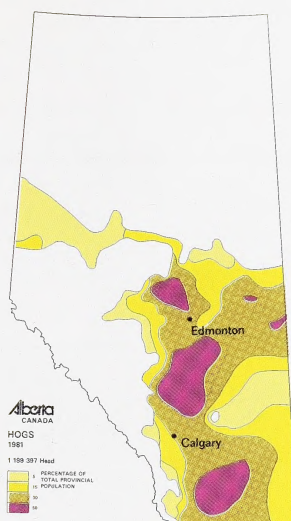
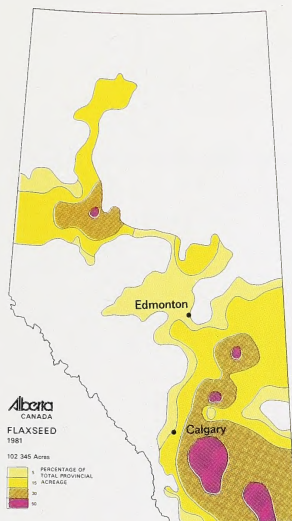
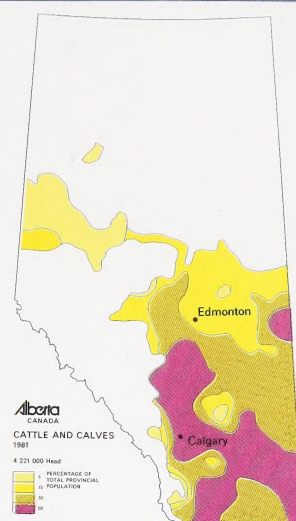
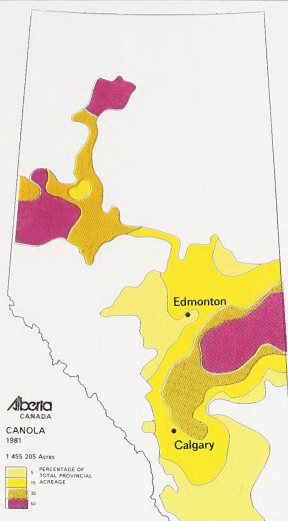
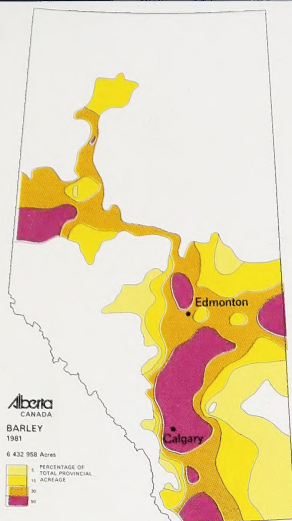
Fax: (403) 539-1056







Produced by the Alberta Bureau of Surveying and Mapping © 1984



BUSINESS IMMIGRATION



Through the Business Immigration Program, individuals with successful business experience have been able to choose Alberta as the location for their business and residence. An application to immigrate to Canada must be completed at a Canada Immigration Office **outside** of Canada.

However, since responsibility for the administration of the Business Immigration Program is shared between the federal and provincial governments, enquirers may obtain additional information about the program and the Province of Alberta by contacting one of the referral addresses provided at the conclusion of this newsletter.

The program has three categories...Investor,

Entrepreneur and Self-Employed.

The **Investor** category is for the successful business person who wishes to immigrate to Canada and invest in an enterprise but does not wish to participate in its management. The individual will have accumulated a net worth of at least \$500,000 and will be required to invest a minimum of \$250,000 for at least three years in a specific project or privately administered investment syndicate which has been designated by Alberta.

The **Entrepreneur** category is for the business person experienced in the management of a small- to medium-sized enterprise. The entrepreneur will be required to make a substantial investment in a

business venture, participate in its daily management, and create or maintain employment for Canadian citizens or permanent residents. The entrepreneur is expected to establish or participate in an "active" business which manufactures products, provides services or sells merchandise, rather than a "passive" business which simply imports goods or services, collects interest, dividends or rent, or involves the purchase of real estate for potential gain.

The **Self-Employed** category is for the successful business person who is able to establish an active business that will contribute in a positive way to the economic, cultural or artistic life of the community.

Prospective business immigrants are invited to visit Alberta to assess the viability of their proposed business venture and to see for themselves the many advantages which Alberta offers. With advance notice of such a visit, we will be pleased to meet with visitors and arrange an itinerary of meetings with appropriate business contacts.

Visitors to Edmonton who wish to discuss the

Business Immigration Program may contact:

Ms. Viviane Hanson
(Entrepreneur and Self-Employed Categories)

or

Mr. Pat Shanahan
(Investor Category)
Immigration and Settlement
Alberta Career Development and Employment
14th Floor, Park Square
10001 Bellamy Hill
Edmonton, Alberta
T5J 3W5

Telephone:
(403) 427-0537
Telex: 0636700848
Fax: (403) 422-0126

Visitors to Calgary and southern Alberta, including Red Deer, who would like to discuss the Business Immigration Program may contact:

Mr. Tony Pugh
Immigration and Settlement
Alberta Career Development and Employment
3rd Floor
1015 Centre Street N.W.
Calgary, Alberta
T2E 2P8

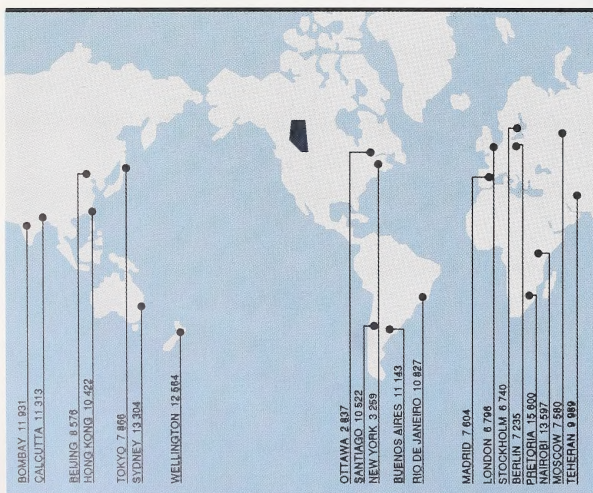
Telephone:
(403) 297-6247
Telex: 038-27700

Enquirers in Southeast Asia who wish to obtain information about Alberta and the Business Immigration Program may contact:

Mr. Jack C. Lee
Government of Alberta
Rooms 1003-4, Tower II
Admiralty Centre
18 Harcourt Road
Central, Hong Kong
Telephone: 5-284729
Telex: 802-61961 +
Fax: 5-298115

ALBERTA IN THE WORLD

Distances between Alberta and major cities of the world (in kilometres)



In our next edition of Alberta News we will discuss the growth of tourism in Alberta, highlight some of the key attractions, and identify additional opportunities in the industry!